



RETAIL PASSES THE £5.5 BILLION MARK

Latest data kindly supplied by Kantar Worldpanel for the year to 2nd September, shows that the value of the frozen food retail market now stands at just over £5.5 billion and has grown over the last 52 weeks by 6.4%. Remarkably, in five years the market has now grown by £1 billion.

Every product sector that Kantar tracks has shown value growth with the top performer being frozen meat and poultry at 12.4% year on year, whilst ice cream at 8.8% and frozen potato products at 8.6% also make the medal podium.

Volume has grown by 0.8% year on year, with the frozen meat and poultry sector also showing the biggest increase at 4.4% year on year. Other notable volume growths include frozen pizza at 2.5% and frozen savoury at 2.2%.

The year on year value growth for frozen of 6.4% is almost double the 12 weeks growth for the grocery market recently highlighted by Kantar at 3.3%.

Also for all of those who read with interest The Grocer's top 100 Retailers Survey, no doubt you would have seen, as I did, the outstanding performance of those retailers that have frozen food at its core. Virtually all parts of the frozen landscape performed well with Frozen Value, Heron, Farmfoods and Iceland all recording excellent numbers, whilst at the premium end of the market, Cook continues to perform exceptionally well with its turnover growing by 20% year on year.

All the trends that we have previously identified which are helping the frozen sector to continue to grow are still prevalent but what is interesting is that more big brands are entering the marketing or returning. In the last week alone there has been news of Greggs increased frozen activity, whilst Ginsters have announced they will be coming into frozen and that Heinz will be re-entering the frozen ready meal market.

The outlook for frozen continues to be extremely positive.



RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 2 SEPTEMBER 2012

Retail Categories	Value (000's £)			Volume (000's kgs)		
	52 w/e 04 Sep 11	52 w/e 02 Sep 12	YOY	52 w/e 04 Sep 11	52 w/e 02 Sep 12	YOY
Total Frozen Foods	5,187,369	5,517,727	6.4	2,023,515	2,039,295	0.8
Total Ice Cream	709,635	772,391	8.8	339,001	330,902	-2.4
Frozen Confectionary	262,983	266,625	1.4	74,400	71,812	-3.5
Frozen Fish	743,829	768,798	3.4	128,620	130,055	1.1
Frozen Meat & Poultry	521,020	585,368	12.4	157,740	164,743	4.4
Frozen Vegetables	427,002	456,994	7.0	298,317	301,535	1.1
Frozen Potato Products	558,293	606,136	8.6	467,656	472,863	1.1
Frozen Ready Meals	660,882	690,308	4.5	179,352	180,150	0.4
Frozen Pizza	388,070	410,845	5.9	106,465	109,178	2.5
Frozen Savoury Food*	915,655	960,262	4.9	271,964	278,057	2.2

*Savoury Food includes Frozen Bread, Frozen stuffing Cooked poultry, Meat Products, Processed Poultry, Savoury Bakery, vegetarian products and Other Frozen Foods

KANTAR WORLD PANEL

Source: Kantar Worldpanel
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